Accellion

Advertising Case Study
Millward Brown

File transfer problems.
Solved.

MillwardBrown

Leading market research firm uses Accellion secure file transfer to transfer large files between external and internal users. Accellion file transfer makes for happy users and less IT burden.

Background

Millward Brown (www.millwardbrown.com) is one of the world's top 10 market research organizations. It is an acknowledged leader in understanding and evaluating brand equity and the contribution of the total communications mix to that understanding. Through the use of an integrated suite of validated research techniques—both qualitative and quantitative— Millward Brown helps clients build strong brands and services capable of delivering profitable future revenue stream.

The company provides research-based consultancy on both traditional and e-brands, and for both local and multinational clients. The organization now has over 60 offices in 40 countries, and works regularly in over 70 countries. Millward Brown is part of Kantar, the information, insight and consultancy arm of WPP.

Challenges

Millward Brown works to optimize the marketing and communications activities of their clients, who work in a broad range of different industries and are scattered across the globe.

The statistical analyses and research methods used by the firm to evaluate corporate marketing strategies produce detailed results, which ultimately must be passed on to the client for review. Because exchanging these large datasets with clients via traditional email attachments frequently clogs email servers, the firm had long sought an alternative for file transfers to external parties in a quick and reliable manner.

Kean Millward, Millward Brown's CTO, had tried numerous methods in an attempt to solve the firm's file transfer problems. He had dismissed the idea of establishing a secure FTP server as too difficult to manage, and had found that implementing a portal-based solution placed a tremendous amount of strain on the firm's IT resources. "At one point, we simply sent large presentations and files on CDs via overnight delivery," said Millward. "But we soon recognized that, quite apart from the logistical problems presented by burning and mailing large numbers

of CDs to clients stationed across the globe, the 'burn-and–mail' method was rather costly and far too tedious."

While outlining the firm's dilemma to a reseller-consultant, Millward was introduced to Accellion's secure file transfer solution. Accellion provides users with a transparent solution that allows users to send and receive files larger than one gigabyte through a standard web-mail interface, or via an "attach" button integrated with the email client. Millward examined the solution and was impressed by its appliance architecture, which would offload file transfer burdens from the email server,

FTP server, and portal services without a corresponding increase in IT maintenance. Additionally, external users who need to send files to Millward Brown could use the same infrastructure to send and receive files of any size, allowing the firm's internal employees, business partners, and clients to communicate within one simple system.

> **"Accellion had been designed specifically to alleviate large file transfer problems,"** said Millward. **"The solution allows internal employees to effortlessly transfer files to external users, who could then leverage the same Accellion appliance to return files to us without clogging email servers or placing a burden on their own IT staff. We were very pleased."**
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> Kean Millward, CTO,
> Millward Brown

Solution

As part of a broader corporate initiative to reduce the volume of corporate email attachments, Millward decided to give Accellion's secure file transfer system a closer look. He spoke with other Accellion customers inside the WPP Group, such as Ogilvy and Mather, about the appliance's uses and benefits. "Everything we had heard from our contacts had been positive, so we decided to pursue a relationship with Accellion and to implement the Accellion file transfer solution, first with select user groups as a pilot project," said Millward.

Feedback from business users in the testing groups was tremendously positive. "Accellion had been designed specifically to alleviate large file transfer problems," said Millward. "The solution allows internal employees to effortlessly transfer files to external users, who could then leverage the same Accellion appliance to return files to us without clogging email servers or placing a burden on their own IT staff. We were very pleased."

In addition, Andy Erickson, one of Millward Brown's technology experts was impressed at the ease with which the solution was implemented. "The Accellion implementation process was quick and straight forward," said Erickson. "The installation process was done completely in-house, and Accellion answered the handful of questions we had for them. Features such as LDAP integration, self-managed appliance, and an intuitive client interface also made our job in Operations easy."

After the successful pilot project, Millward Brown chose to begin a global roll-out of the Accellion appliances in a multi-site configuration, focusing first on the firm's Naperville, IL, and Warwick (United Kingdom) offices. By providing a robust user-to-user file transfer solution outside of the email infrastructure, Millward is able to impose an email attachment size limit and thereby fulfill part of the broader mandate to contain the growth of email attachment load. "Without Accellion our employees would have rejected the email limit as an obstruction to their daily operations, as it would have interfered with the transfer of large files to and from external clientele," said Millward. "But, now that we have implemented Accellion secure file transfer, an email attachment limit can be set and enforced without complaints among users."

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> Andy Erickson, Technology Expert,
> Millward Brown

BENEFITS

- Ability to send and receive large files in real-time
- Unclogged email servers – file attachments offloaded
- Reduced IT support for file transfer
- Ease of use for non-technical users

Specifications

Millward Brown	
Deployed since	**2005**
# of Appliances	**3**
Location of Appliances	**US, UK, Japan**
# of Users	**12,000 (estimated)**
LDAP/AD directory integration	**Yes**
Web Interface	**Customized**
Email plug-in	**MS Outlook**

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